

## REMARKS

The final Office Action mailed July 30, 2007 has been carefully reviewed and the foregoing amendment and following remarks have been made in consequence thereof.

Claims 1-23 are now pending in this application. Claims 1-24 are rejected. Claim 24 has been canceled.

The rejection of Claims 7, 15, and 23 under 35 U.S.C. § 112, first paragraph, as containing new matter is respectfully traversed.

Applicants submit that paragraph [0017] of the specification clearly recites that “the customer can add a note to the budgetary quote as a message to the sales representative.” This step is embodied in the independent claims of the present invention as the limitation: “receiving a customer first response based on the budgetary quote, the customer first response comprising a message to a manufacturer.”

Furthermore, paragraph [0018] of the specification clearly recites that “the customer can request a contractual quote.” This step is embodied in the independent claims of the present invention as the limitation: “receiving a customer second response comprising a request for a contractual quote.”

Moreover, paragraph [0019] of the specification recites that

the customer can add a note to the contractual quote as a message to the sales representative. The sales representative then receives the note and may adjust the budgetary quote and then republish the budgetary quote. The customer then receives another email alert notifying the customer that the quote has been republished. In another embodiment, the sales representative receives the note and may adjust the budgetary quote and then email the adjusted budgetary quote to the customer.

This step is embodied in the independent claims of the present invention within the limitation: “receiving a customer third response comprising at least one of a message to the manufacturer, an acceptance of the contractual quote, and a denial of

the contractual quote . . . adjusting the contractual quote based on the customer third response.”

Accordingly, the recitation, “third response”, is clearly supported by the originally filed disclosure. For at least these reasons, Applicants respectfully request that the Section 112 rejection of Claims 7, 15, and 23 be withdrawn.

The rejection of Claims 1-2, 9-10, and 17-18 under 35 U.S.C. § 103(a) as being unpatentable over O’Malley et al. (U.S. Patent Application Publication 2002/0026408) (“O’Malley”), and further in view of Quido et al. (U.S. Patent Application Publication 2003/0093302) (“Quido”) is respectfully traversed.

O’Malley describes a system (111) for enrolling a user (109) with multiple request for quote (RFQ) providers (105). The user (109) submits data to the RFQ system (111) for a product or service that the user (109) has an interest in (paragraph [0118]). The user (109) is registered in the RFQ system (111) and the RFQ system (111) uses an integrated system of information to enroll the user with multiple RFQ providers (105) (paragraph [0022]). Upon receiving the quote from any of RFQ providers (105) the user (109) may accept, reject, or ignore the quote (paragraphs [0028], [0029]). If the user (109) ignores the quote or rejects the quote, then the user (109) is not affected by the quote (e.g., the user (109) is not legally or financially obligated in connection with the quote) (paragraph [0030]). If, however, the user (109) accepts the quote from any of RFQ providers 105 and/or the supplier, then the user 109 may be obligated (e.g., legally, financially, or otherwise) (paragraph [0030]). Notably, O’Malley does not describe nor suggest receiving a customer third response that comprises at least one of a message to the manufacturer, an acceptance of the contractual quote, and a denial of the contractual quote, and adjusting the contractual quote based on the customer third response.

Quido describes a method and system for online binding of insurance policies. A data processing system collects information from a user seeking a policy, issues queries to various databases to collect information on insurability, accepts a request to issue a policy to the user, rates the user as to acceptability, and binds the policy upon acceptance by the use (abstract and paragraph [0023]). Notably, Quido does not describe nor suggest receiving a customer third response comprising at least one of a

message to the manufacturer, an acceptance of the contractual quote, and a denial of the contractual quote, and adjusting the contractual quote based on the customer third response.

Claim 1 recites a network based method for facilitating providing a customer with a quote for at least one of a manufactured product and a service, wherein the method comprises “receiving data relating to at least one of a customer desired product and a customer desired service . . . providing the customer a budgetary quote based on the received data . . . receiving a customer first response based on the budgetary quote, the customer first response comprising a message to a manufacturer . . . adjusting the budgetary quote based on the customer first response . . . receiving a customer second response comprising a request for a contractual quote . . . providing, via the web, the customer a contractual quote based on the received customer second response . . . receiving a customer third response comprising at least one of a message to the manufacturer, an acceptance of the contractual quote, and a denial of the contractual quote . . . adjusting the contractual quote based on the customer third response.”

Neither O'Malley nor Quido, considered alone or in combination, describe or suggest a network based method for facilitating providing a customer with a quote for at least one of a manufactured product and a service as is recited in Claim 1. Specifically, neither O'Malley nor Quido, considered alone or in combination, describe or suggest a network based method that includes receiving a customer third response comprising at least one of a message to the manufacturer, an acceptance of the contractual quote, and a denial of the contractual quote; and adjusting the contractual quote based on the customer third response. Rather, O'Malley describes that the user receives quotes from multiple RFQ providers that the user can accept, reject, or ignore, and Quido describes methods and systems for receiving personal customer information, presenting a quotation, and accepting a customer's denial or request for a policy. Accordingly, for at least the reasons set forth above, Claim 1 is submitted to be patentable over O'Malley and further in view of Quido.

Claim 2 depends directly from independent Claim 1. When the recitations of Claim 2 are considered in combination with the recitations of Claim 1, Applicants submit that dependent Claim 2 likewise is patentable over O'Malley.

Claim 9 recites a network based system for providing a customer with a quote for at least one of a manufactured product and a service, wherein the system comprises “at least one device . . . a server connected to said device and configured to . . . receive data relating to at least one of a customer desired product and a customer desired service . . . provide the customer a budgetary quote based on the received data . . . receive a customer first response based on the budgetary quote, the customer first response comprising a message to a manufacturer . . . adjust the budgetary quote based on the customer first response . . . receive a customer second response comprising a request for a contractual quote . . . provide the customer a contractual quote based on the received customer second response . . . receive a customer third response comprising at least one of a message to the manufacturer, an acceptance of the contractual quote, and a denial of the contractual quote . . . adjust the contractual quote based on a message to the manufacturer in the customer third response.”

Neither O’Malley nor Quido, considered alone or in combination, describe or suggest a network based system for providing a customer with a quote for at least one of a manufactured product and a service as is recited in Claim 9. Specifically, neither O’Malley nor Quido, considered alone or in combination, describe or suggest a server configured to receive a customer third response comprising at least one of a message to the manufacturer, an acceptance of the contractual quote, and a denial of the contractual quote; and adjust the contractual quote based on a message to the manufacturer in the customer third response. Rather, O’Malley describes that the user receives quotes from multiple RFQ providers that the user can accept, reject, or ignore, and Quido describes methods and systems for receiving personal customer information, presenting a quotation, and accepting a customer’s denial or request for a policy. Accordingly, for at least the reasons set forth above, Claim 9 is submitted to be patentable over O’Malley and further in view of Quido.

Claim 10 depends directly from independent Claim 9. When the recitations of Claim 10 are considered in combination with the recitations of Claim 9, Applicants submit that dependent Claim 10 likewise is patentable over O’Malley in view of Quido.

Claim 17 recites a computer readable medium encoded with a program executable by a computer for providing a customer with a quote for at least one of a

manufactured product and a service, wherein the program is configured to instruct the computer to “receive data relating to at least one of a customer desired product and a customer desired service . . . provide the customer a budgetary quote based on the received data . . . receive a customer first response based on the budgetary quote, the customer first response comprising a message to a manufacturer . . . adjust the budgetary quote based on the customer first response . . . receive a customer second response comprising a request for a contractual quote . . . provide the customer a contractual quote based on the received customer second response . . . receive a customer third response comprising at least one of a message to the manufacturer, an acceptance of the contractual quote, and a denial of the contractual quote . . . adjust the contractual quote based on the customer third response.”

Neither O’Malley nor Quido, considered alone or in combination, describe or suggest a computer readable medium encoded with a program as is recited in Claim 17. Specifically, neither O’Malley nor Quido, considered alone or in combination, describe or suggest a computer readable medium encoded with a program configured to receive a customer third response comprising at least one of a message to the manufacturer, an acceptance of the contractual quote, and a denial of the contractual quote; and adjust the contractual quote based on the customer third response. Rather, O’Malley describes that the user receives quotes from multiple RFQ providers that the user can accept, reject, or ignore, and Quido describes methods and systems for receiving personal customer information, presenting a quotation, and accepting a customer’s denial or request for a policy. Accordingly, for at least the reasons set forth above, Claim 17 is submitted to be patentable over O’Malley and further in view of Quido.

Claim 18 depends directly from independent Claim 17. When the recitations of Claim 18 are considered in combination with the recitations of Claim 17, Applicants submit that dependent Claim 18 likewise is patentable over O’Malley in view of Quido.

For at least the reasons set forth above, Applicants respectfully request that the Section 102 rejection of Claims 1, 2, 9, 10, 17, and 18 be withdrawn.

The rejection of Claims 3, 11, and 19 under 35 U.S.C. § 103(a) as being unpatentable over O'Malley and Quido, and further in view of Singh (U.S. Patent Application Publication 2001/0047311) is respectfully traversed.

O'Malley and Quido are described above. Singh describes a collaborative system of aggregating purchase requests wherein buyers (104), suppliers (102, 103) and distributors are electronically connected, via a communications network (110) for the procurement and delivery of both standard and custom products or services (paragraphs [0003], [0025], [0028], and [0049]). Purchase orders are received at an electronic repository connected with the network, such as a website and associated memory (paragraphs [0035], [0051] and [0055]). In response to the received purchase orders, one or more quotes are received at the repository (paragraphs [0035] and [0036]). One method includes aggregating buyers (104) based on a purchase order commonality, while another method includes aggregating suppliers (102, 103) based on capacity similarities (paragraph [0027]). After a match is made and processed, a procurement transaction is executed between a buyer (104) and one or more suppliers (102, 103) via electronic communication over the communications network (110) (paragraphs [0036]-[0038]). Notably, Singh does not describe or suggest receiving a customer third response comprising at least one of a message to the manufacturer, an acceptance of the contractual quote, and a denial of the contractual quote; and adjusting the contractual quote based on the customer third response.

Claim 1 is recited above.

None of O'Malley, Quido and Singh, considered alone or in combination, describe nor suggest a network based method for facilitating providing a customer with a quote for at least one of a manufactured product and a service as is recited in Claim 1. Specifically, none of O'Malley, Quido and Singh, considered alone or in combination, describe nor suggest a network based method that includes receiving a customer third response comprising at least one of a message to the manufacturer, an acceptance of the contractual quote, and a denial of the contractual quote; and adjusting the contractual quote based on a message to the manufacturer in the customer third response. Rather, O'Malley describes that the user receives quotes from multiple RFQ providers that the user can accept, reject, or ignore. Quido describes methods and systems for receiving personal customer information,

presenting a quotation, and accepting a customer's denial or request for a policy. Singh describes a collaborative system of aggregating purchase requests that includes an applications server that includes programs to enable language translation. Accordingly, for at least the reasons set forth above, Claim 1 is submitted to be patentable over O'Malley and Quido, and further in view of Singh.

Claim 3 depends directly from independent Claim 1. When the recitations of Claim 3 are considered in combination with the recitations of Claim 1, Applicants submit that dependent Claim 3 likewise is patentable over O'Malley and Quido, and further in view of Singh.

Claim 9 is recited above.

None of O'Malley, Quido and Singh, considered alone or in combination, describe nor suggest a network based system for providing a customer with a quote for at least one of a manufactured product and a service as is recited in Claim 9. Specifically, none of O'Malley, Quido and Singh, considered alone or in combination, describe nor suggest a server configured to receive a customer third response comprising at least one of a message to the manufacturer, an acceptance of the contractual quote, and a denial of the contractual quote; and adjust the contractual quote based on a message to the manufacturer in the customer third response. Rather, O'Malley describes that the user receives quotes from multiple RFQ providers that the user can accept, reject, or ignore, and Quido describes methods and systems for receiving personal customer information, presenting a quotation, and accepting a customer's denial or request for a policy. Accordingly, for at least the reasons set forth above, Claim 9 is submitted to be patentable over O'Malley and further in view of Quido.

Claim 11 depends directly from independent Claim 9. When the recitations of Claim 11 are considered in combination with the recitations of Claim 9, Applicants submit that dependent Claim 11 likewise is patentable over O'Malley and Quido, and further in view of Singh.

Claim 17 is recited above.

None of O'Malley, Quido and Singh, considered alone or in combination, describe nor suggest a computer readable medium encoded with a program as is recited in Claim 17. Specifically, none of O'Malley, Quido and Singh, considered alone or in combination, describe nor suggest a computer readable medium encoded with a program configured to receive a customer third response comprising at least one of a message to the manufacturer, an acceptance of the contractual quote, and a denial of the contractual quote; and adjust the contractual quote based on the customer third response.. Rather, O'Malley describes that the user receives quotes from multiple RFQ providers that the user can accept, reject, or ignore, and Quido describes methods and systems for receiving personal customer information, presenting a quotation, and accepting a customer's denial or request for a policy. Accordingly, for at least the reasons set forth above, Claim 17 is submitted to be patentable over O'Malley and Quido, and further in view of Singh.

Claim 19 depends directly from independent Claim 17. When the recitations of Claim 19 are considered in combination with the recitations of Claim 17, Applicants submit that dependent Claim 19 likewise is patentable over O'Malley and Quido, and further in view of Singh.

For at least the reasons set forth above, Applicants respectfully request that the Section 103 rejection of Claims 3, 11, and 19 be withdrawn.

The rejection of Claims 4-8, 12-16, and 20-24 under 35 U.S.C. § 103(a) as being unpatentable over O'Malley and Quido, and further in view of Duke (International Publication WO 01/37177 A1) is respectfully traversed.

O'Malley and Quido are described above. Duke describes a quote request channel (10) that provides non-exclusive sales leads to all dealers subscribing (13) to a given local advertising cooperative (page 10, lines 14-17). The sales leads are generated in response to quote requests (20, 21) from buyers (14) visiting a web site (11) advertised (19) by conventional advertising cooperatives in the print media and on television and/or radio (page 10, lines 17-18; page 15, lines 6-9). The channel (10) transmits each buyer's (14) description of a desired product, which may include narrative request (21) rather than manufacturer's model specifications (20), to all members (13) of the advertising cooperative as quote requests (20, 21) (page 18, lines



15-17; page 20, lines 12-18). Any member (13) of the advertising cooperative that receives the quote request (20, 21) can respond to the buyer (14) with a quote (12) (page 14, lines 16-18). Notably, Duke does not describe nor suggest receiving a customer third response comprising at least one of a message to the manufacturer, an acceptance of the contractual quote, and a denial of the contractual quote; and adjusting the contractual quote based on the customer third response.

Claim 1 is recited above.

None of O'Malley, Quido and Duke, considered alone or in combination, describe nor suggest a network based method for facilitating providing a customer with a quote for at least one of a manufactured product and a service as is recited in Claim 1. Specifically, none of O'Malley, Quido and Duke, considered alone or in combination, describe nor suggest a network based method that includes receiving a customer third response comprising at least one of a message to the manufacturer, an acceptance of the contractual quote, and a denial of the contractual quote; and adjusting the contractual quote based on the customer third response. Rather, O'Malley describes that the user receives quotes from multiple RFQ providers that the user can accept, reject, or ignore. Quido describes methods and systems for receiving personal customer information, presenting a quotation, and accepting a customer's denial or request for a policy. Duke describes that users can receive quotes from a franchisee via e-mail. Accordingly, for at least the reasons set forth above, Claim 1 is submitted to be patentable over O'Malley and Quido, and further in view of Duke.

Claims 4-7 depend, directly or indirectly, from independent Claim 1. When the recitations of Claims 4-7 are considered in combination with the recitations of Claim 1, Applicants submit that dependent Claims 4-7 likewise are patentable over O'Malley and Quido, and further in view of Duke.

Claim 8 recites a network based method for facilitating providing a customer with a quote for at least one of a medical product and a medical service, wherein the method comprises "receiving data relating to at least one of a customer desired medical product and a customer desired medical service . . . publishing a budgetary quote as an Extensible Markup Language (XML) document . . . loading the XML budgetary quote in a quote repository . . . sending an email alert to the customer,

wherein said email alert comprises a Uniform Resource Locator (URL) indicating a location of the published budgetary quote . . . providing the customer access to view the budgetary quote via the URL . . . receiving a customer first response based on the budgetary quote, the customer first response comprising a message to a manufacturer . . . adjusting the budgetary quote based on the customer first response . . . receiving a customer second response comprising a request for a contractual quote . . . publishing a contractual quote as an Extensible Markup Language (XML) document . . . loading the XML contractual quote in a quote repository . . . sending an email alert to the customer, wherein said email alert comprises a Uniform Resource Locator (URL) indicating a location of the published contractual quote . . . providing the customer access to view the contractual quote via the URL . . . receiving a customer third response comprising at least one of a message to the manufacturer, an acceptance of the contractual quote, and a denial of the contractual quote . . . adjusting the contractual quote based on a message to the manufacturer in the customer third response.”

None of O’Malley, Quido and Duke, considered alone or in combination, describe nor suggest a network based method for facilitating providing a customer with a quote for at least one of a medical product and a medical service as is recited in Claim 8. Specifically, none of O’Malley, Quido and Duke, considered alone or in combination, describe nor suggest a network based method for facilitating receiving a customer third response comprising at least one of a message to the manufacturer, an acceptance of the contractual quote, and a denial of the contractual quote; and adjusting the contractual quote based on the customer third response. Rather, O’Malley describes that the user receives quotes from multiple RFQ providers that the user can accept, reject, or ignore. Quido describes methods and systems for receiving personal customer information, presenting a quotation, and accepting a customer’s denial or request for a policy. Duke describes that users can receive quotes from a franchisee via e-mail. Accordingly, for at least the reasons set forth above, Claim 8 is submitted to be patentable over O’Malley and Quido, and further in view of Duke.

Claim 9 is recited above.

None of O’Malley, Quido and Duke, considered alone or in combination, describe nor suggest a network based system for providing a customer with a quote

for at least one of a manufactured product and a service as is recited in Claim 9. Specifically, none of O'Malley, Quido and Duke, considered alone or in combination, describe nor suggest a server configured to receive a customer third response comprising at least one of a message to the manufacturer, an acceptance of the contractual quote, and a denial of the contractual quote; and adjust the contractual quote based on a message to the manufacturer in the customer third response. Rather, O'Malley describes that the user receives quotes from multiple RFQ providers that the user can accept, reject, or ignore. Quido describes methods and systems for receiving personal customer information, presenting a quotation, and accepting a customer's denial or request for a policy. Duke describes that users can receive quotes from a franchisee via e-mail. Accordingly, for at least the reasons set forth above, Claim 9 is submitted to be patentable over O'Malley and Quido, and further in view of Duke.

Claims 12-15 depend, directly or indirectly, from independent Claim 9. When the recitations of Claims 12-15 are considered in combination with the recitations of Claim 9, Applicants submit that dependent Claims 12-15 likewise are patentable over O'Malley and Quido, and further in view of Duke.

Claim 16 recites a network based system for providing a customer with a quote for at least one of a manufactured product and a service, wherein the system comprises "at least one device . . . a server connected to said device and configured to . . . receive data relating to at least one of a customer desired medical product and a customer desired medical service . . . publish a budgetary quote as an Extensible Markup Language (XML) document . . . load the XML budgetary quote in a quote repository . . . send an email alert to the customer, wherein said email alert comprises a Uniform Resource Locator (URL) indicating a location of the published budgetary quote . . . provide the customer access to view the budgetary quote via the URL . . . receive a customer first response based on the budgetary quote, the customer first response comprising a message to a manufacturer . . . adjust the budgetary quote based on the customer first response . . . receive a customer second response comprising a request for a contractual quote . . . publish a contractual quote as an Extensible Markup Language (XML) document . . . load the XML contractual quote in a quote repository . . . send an email alert to the customer, wherein said email alert comprises a Uniform Resource Locator (URL) indicating a location of the published

contractual quote . . . provide the customer access to view the contractual quote via the URL . . . receive a customer third response comprising at least one of a message to the manufacturer, an acceptance of the contractual quote, and a denial of the contractual quote . . . adjust the contractual quote based on a message to the manufacturer in the customer third response.”

None of O’Malley, Quido and Duke, considered alone or in combination, describes nor suggests a network based system for providing a customer with a quote for at least one of a manufactured product and a service as is recited in Claim 16. Specifically, none of O’Malley, Quido and Duke, considered alone or in combination, describe nor suggest a network based method including a server configured to receive a customer third response comprising at least one of a message to the manufacturer, an acceptance of the contractual quote, and a denial of the contractual quote; and adjust the contractual quote based on the customer third response. Rather, O’Malley describes that the user receives quotes from multiple RFQ providers that the user can accept, reject, or ignore. Quido describes methods and systems for receiving personal customer information, presenting a quotation, and accepting a customer’s denial or request for a policy. Duke describes that users can receive quotes from a franchisee via e-mail. Accordingly, for at least the reasons set forth above, Claim 16 is submitted to be patentable over O’Malley and Quido, and further in view of Duke.

Claim 17 is recited above.

None of O’Malley, Quido and Duke, considered alone or in combination, describe nor suggest a computer readable medium encoded with a program as is recited in Claim 17. Specifically, none of O’Malley, Quido and Duke, considered alone or in combination, describe nor suggest a computer readable medium encoded with a program configured to receive a customer third response comprising at least one of a message to the manufacturer, an acceptance of the contractual quote, and a denial of the contractual quote; and adjust the contractual quote based on a message to the manufacturer in the customer third response. Rather, O’Malley describes that the user receives quotes from multiple RFQ providers that the user can accept, reject, or ignore. Quido describes methods and systems for receiving personal customer information, presenting a quotation, and accepting a customer’s denial or request for a policy. Duke describes that users can receive quotes from a franchisee via e-mail.

Accordingly, for at least the reasons set forth above, Claim 17 is submitted to be patentable over O'Malley and Quido, and further in view of Duke.

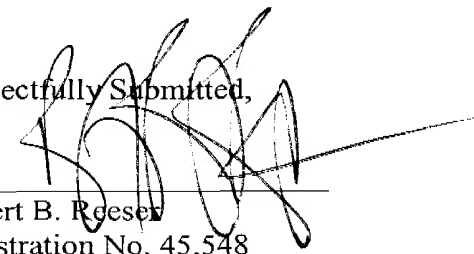
Claims 20-23 depend, directly or indirectly, from independent Claim 17. When the recitations of Claims 20-23 are considered in combination with the recitations of Claim 17, Applicants submit that dependent Claims 20-23 likewise are patentable over O'Malley and Quido, and further in view of Duke.

Claim 24 has been canceled.

For at least the reasons set forth above, Applicants respectfully request that the Section 103 rejection of Claims 4-8, 12-16, and 20-24 be withdrawn.

In view of the foregoing amendments and remarks, all the claims now active in this application are believed to be in condition for allowance. Reconsideration and favorable action is respectfully solicited.

Respectfully Submitted,



Robert B. Reeser  
Registration No. 45,548  
ARMSTRONG TEASDALE LLP  
One Metropolitan Square, Suite 2600  
St. Louis, Missouri 63102-2740  
(314) 621-5070